LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1055—"GRAND OPENINGS"—Req. No. 65439—Page—(5⅛ x 9¼ inches)—4/c Blend—Theater Books, 1980 (A)
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Grand openings.

Parliament Lights are opened for business. The business of keeping your lips from touching the tar that builds up on the end of the filter.

That's what our recessed filter does.

For such a small opening, that's a grand accomplishment.

Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec.'79.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytxx0001

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